

Message Text

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PAGE 01 STATE 195121

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ORIGIN COME-00

INFO OCT-01 AF-08 ISO-00 EB-07 SIG-02 /018 R

DRAFTED BY COM/BIC/OIM/AF/PLCHRISTENSON/BKY

APPROVED BY EB/OCA/CM/LAKLIEFORTH

COM/BIC/OIM/AF/SKMILLER

COM/BIC/OIM/EM/RDFOGLESONG

STATE/AF/EPS/LMWHITE

EB/OCA/CM/ECPRATER

----- 027050

R 060208Z AUG 76

FM SECSTATE WASHDC

TO ALL AFRICAN DIPLOMATIC POSTS

UNCLAS STATE 195121

E.O. 11652:N/A

TAGS: BEXP, AF

SUBJECT:TENTATIVE FY 78 TRADE PROMOTION PROGRAM

1. PARAGRAPH 3 CONTAINS THE FIRST DRAFT OF THE FY 78 TRADE PROMOTION PROGRAM FOR AFRICAN POSTS. POSSIBLE THEME CONFLICTS WITH OTHER GEOGRAPHIC AREAS HAVE BEEN TAKEN INTO ACCOUNT, BUT FUNDING LEVELS HAVE NOT YET BEEN FINALLY APPROVED. POSTS SHOULD THEREFORE CONSIDER THIS PROGRAM AS A STARTING POINT FOR FURTHER REFINEMENT.

2. ACTION REQUESTED: ALL POSTS SCHEDULED FOR PROMOTIONAL EVENTS SHOULD REPORT CONCURRENCES OR PROBLEMS WITH THE SCHEDULE AND THEME. OTHER POSTS ARE INVITED TO SUBMIT RECOMMENDATIONS FOR INCLUSION IN EVENTS BACKED BY BRIEF MARKET JUSTIFICATIONS.

3. TENTATIVE FY 78 TRADE PROMOTION PROGRAM.

-- A. OCTOBER 77.

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-- I. TECHNICAL SALES SEMINAR: WATER RESOURCES.

-- SENEGAL, NIGERIA

-- B. NOVEMBER 77.

-- I. CATALOG SHOW: HOTEL AND RESTAURANT EQUIPMENT.

-- IVORY COAST, KENYA.

-- C. DECEMBER 77.

-- I. TECHNICAL SALES SEMINAR: AGRIBUSINESS. CAMEROON,

-- ZAIRE, ZAMBIA

-- II. CATALOG SHOW: SCHOOL CONSTRUCTION AND EQUIPMENT

-- LIBERIA, NIGERIA, ZAMBIA

-- D. JANUARY 78.

-- II. CATALOG SHOW: FOOD PROCESSING AND PACKAGING

-- MAURITIUS, NIGERIA, SENEGAL

-- E. FEBRUARY 78

-- I. TECHNICAL SALES SEMINAR: MODERN BUILDING TECH-

-- NIQUES AND SYSTEMS. NIGERIA

-- F. MARCH 78

-- I. TECHNICAL SALES SEMINAR: AVIONICS/AIRPORT GROUND

-- SUPPORT SYSTEMS. GABON, IVORY COAST, SUDAN

-- II. TRADE MISSION: FORESTRY AND WOODWORKING MACHINERY

-- CAMEROON, GABON, LIBERIA

-- G. APRIL 78.

-- I. TRADE MISSION: CONSUMER GOODS, IVORY COAST,

-- NIGERIA

-- H. MAY 78.

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-- I. CATALOG SHOW: LOGGING AND FORESTRY. GHANA,

-- MALAGASY REPUBLIC

I. JUNE 78.

-- I. TECHNICAL SALES SEMINAR: MODERN PORT EXPANSION

-- AND MANAGEMENT: CAMEROON, GABON, IVORY COAST,

-- NIGERIA, SUDAN

-- J. JULY 78.

-- I. TRADE MISSION: COMMERCIAL FISHING. MAURITANIA,
-- SENEGAL

-- II. CATALOG SHOW: AGRICULTURAL EQUIPMENT, GHANA,
-- SWAZILAND, TOGO

-- III. TRADE MISSION: VEHICLE SALES AND MAINTENANCE.
-- ETHIOPIA, NIGERIA, SUDAN, GABON

-- K. SEPTEMBER 78.

-- I. TECHNICAL SALES SEMINAR: PUBLIC HEALTH. KENYA,
-- NIGERIA, SUDAN HABIB

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE195121
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/AF/PLCHRISTENSON/BKY
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760303-0259
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760879/aaaacrib.tel
Line Count: 131
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2004 by ReddocGW>; APPROVED <19 JAN 2005 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TENTATIVE FY 78 TRADE PROMOTION PROGRAM
TAGS: BEXP, AF
To: AF POSTS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006